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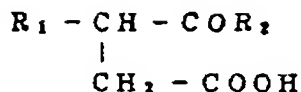
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TITLE : COLOR FORMING COMPOSITION



ABSTRACT : **PURPOSE:** To obtain a color forming composition which contains neither a coloring matter nor a pigment, has excellent stability and safety, and forms a continuously changing color, by dissolving a specified amount of an alkenylsuccinic acid (derivative) in an aqueous alcohol.

CONSTITUTION: An alkenylsuccinic anhydride obtained from a 16C or higher olefin and maleic anhydride is hydrolyzed or reacted with an amino compound (e.g., an amino acid) to give an alkenylsuccinic acid (derivative) (A) of the formula (wherein R_1 is an 8~36C straight-chain or branched alkenyl; R_2 is OH or an amidated amino acid residue). 0.1~10wt% component A is dissolved in a liquid (B) comprising water and, if necessary, 50wt% or less alcohol, thus giving a color forming composition comprising an aqueous alcohol solution of component A. This composition can be utilized for cosmetics such as a shampoo or a rinse, decorative goods such as an ornament for the alcove, an optical element such as a diffraction grating.

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